

SalesEdge FastPath

Locate, Personalize, and Deliver Your Best Sales Materials

FastPath Key Benefits

Improved Sales Productivity

Your direct and indirect sales teams will locate, personalize, and deliver relevant sales materials, quickly, and easily.

Improved Sales Effectiveness

Improve conversations with prospects by allowing sales professionals to access expertise and know-how before engaging in dialogue.

Improved Marketing Effectiveness

Built-in reporting and metrics provide a feedback loop to enable marketers to track content usage and optimize its effectiveness over time.

Enforced Consistency

Marketing has confidence that users deliver accurate, approved content with consistent branding.

Rapid Implementation

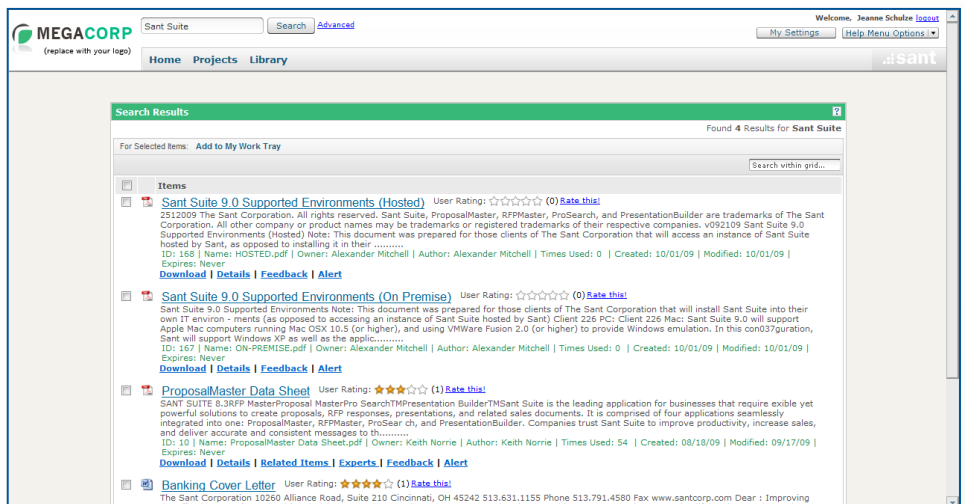
Deploy FastPath in 30-days or less without corporate IT involvement, and with minimal end-user training.

FastPath users have immediate access to a library of accurate, approved content that can instantly be personalized, packaged, and then delivered to a recipient or simply downloaded to the user's desktop. Content is uploaded into the FastPath repository, which users can access from anywhere via their web browser. Users perform familiar "Google-like" searches to locate relevant content items or subject matter experts. Retrieved content can be immediately downloaded or added to a FastPath Project.

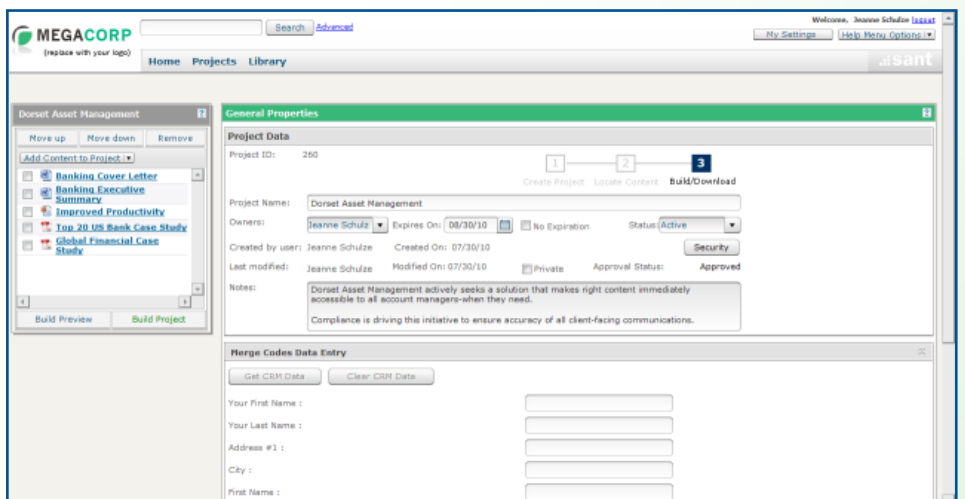
How FastPath Works

"Software as a Service" (SaaS) deployment provides users access to FastPath via a web browser without installing any software on their computer.

FastPath's intuitive search results allow users to view related items, subject matter experts, comments, star ratings, and more. Users can preview, or download the content item, with a single click.



Your sales team and partner channels will quickly and easily locate, personalize, and deliver relevant sales materials.



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FastPath Features

Index-Based Searching	FastPath leverages index-based searching to provide users with fast, relevant search results. All content is automatically indexed when uploaded. The search results have a similar look and feel as popular search engines like Google or Yahoo.
Create FastPath Projects to Personalize and Deliver Content	A Project is a collection of documents that can be personalized, aggregated, and delivered to a customer. Sales documents are more persuasive when they're personalized, and FastPath makes it easy to personalize documents for greater impact. The final document can be downloaded to the user's desktop or delivered via email from within FastPath.
Preview Content for the Search Results	With just a single click, users can quickly preview content from within the search results or when browsing the library. This provides users an overview of the content item before downloading the file or adding it to a Project.
View Related Content Items	This feature allows content owners to proactively suggest other items the user may want to use. When the user clicks the Related Items link, they are presented with content that is related to the item they are currently viewing.
Locate Expertise	Sales professionals occasionally need help from industry or product experts. FastPath makes it easy to locate internal and external subject matter experts. Users can search for experts from the Home screen or click the Experts link in the search results or library to view experts associated with the content item.
Organize Content in the Work Tray	The Work Tray contains content items that will be used in a FastPath Project. Users can easily add content to their Work Tray from the search results or library. Users can also use their Work Tray as a shortcut to access their favorite content items.
Combine Multiple Files into a Single Document or PDF	FastPath lets you combine multiple files into a single, cohesive document. Users can combine multiple Word documents into a single document, or combine different types of content (Word or PDF) into a single PDF file.
Control Access to Content	FastPath can be used to store content for multiple departments and sales channels. Built-in security ensures users only see content that is relevant to their role. Content security can be assigned to a folder or an individual item.
Interface Branding	Customize FastPath to match your company's look and feel. You can add your logo, edit the page colors, customize the footer, and more.
Quick Access to Top 10 Lists	Quickly view Top 10 lists for content items that are: Most Downloaded, Most Recently Added, and Most Recently Updated.
Subscribe to Content Alerts	Many users like to know when content items have been updated or removed. And content owners like to know when users provide feedback, or if a content item is about to expire. FastPath users can subscribe to receive content alerts via email or on the Home screen.
Cross-Browser Support	Users have the flexibility to access FastPath using Microsoft Internet Explorer, Mozilla Firefox, or Apple Safari.
Measure Effectiveness with Reports	Use FastPath reports to monitor user adoption, content usage, expiration dates, and more.
Add Custom Attributes to Content Items	Content items have standard attributes including a title, description, expiration date, and owner. Additional custom attributes can be created to meet your specific needs.
Provide Feedback to the Author	Users can provide feedback by rating the content item or submitting comments. This feedback is visible by the author to improve the effectiveness of content in your library.
Incorporate Approval Processes	Companies may require Projects to be approved prior to delivery to clients or prospects. The approval process can be activated or deactivated for individual users.
Salesforce.com Integration	Connect to your salesforce.com database to automatically populate personalization fields.



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